



Caltrans Stormwater Public Education Campaign

**“Protect Every Drop”**

June 19, 2018 – Item 6

# Caltrans Goals

- ♥ Safety and Health
- ♥ Stewardship and Efficiency
- ♥ **Sustainability, Livability, Economy**
- ♥ System Performance
- ♥ Organizational Excellence



# Campaign Goals

- 📍 Educate Californians about the sources and pathways of stormwater pollution
- 📍 Change behaviors and habits of the traveling public to reduce stormwater pollution
- 📍 Partner with local, regional and statewide agencies for adoption of the campaign message



# Caltrans Campaign Challenge

- 📍 Translate “Don’t Pollute California Waters” into a new branded title and pollution prevention campaign with positive messaging focusing on more than just trash
- 📍 Educate the public on the connection between the highway and California waterbodies



# Research

- 📍 Conducted 4 focus groups
  - 📍 2 groups in LA
  - 📍 2 groups in Oakland
- 📍 Quantitative online study - 3 waves
  - 📍 Baseline February 2016
  - 📍 Mid-way June 2017
  - 📍 Final June 2019



# Research Highlights

## Baseline Study

- 💧 84% believe there is a connection between highway pollution and the quality of water.
- 💧 30% avoid littering
- 💧 14% make sure there are no leaking fluids
- 💧 19% report having intentionally discarded something on the side of the highway.
- 💧 19% believe that it is inevitable that something will accidentally fall out of their vehicle onto the roadway.
- 💧 Higher income respondents admitted to illegal dumping more often than lower income.



# Research Highlights

## Mid-Wave Study (June 2017)

- 💧 84% continue to believe there is a connection between highway pollution and the quality of water.
- 💧 95% continue to say that knowing this encourages them to maintain their vehicle properly and not litter or cause pollution on highways.
- 💧 Recent rains and reprieve from the drought-like conditions of 2015-16 has led to substantially lax attitudes toward water quality.
- 💧 Confusion between water quality and quantity was very apparent.



# About the Campaign

## Main Campaign Elements:

- 💧 Campaign branding
- 💧 Website
- 💧 Media Relations/Earned Media
- 💧 Social Media
- 💧 Public Outreach
- 💧 Paid Media
- 💧 Partnerships
- 💧 Research
- 💧 Campaign Creative Artwork





# Key Actions Infographic

## Key Actions to Prevent Highway Pollution



Avoid pesticides and fertilizers when rain and wind is forecast



Wipe off brake dust build-up on tire rims and wheel wells



Keep your vehicle clean to prevent residue from washing off when it rains



Reduce fluid leaks with regular vehicle maintenance



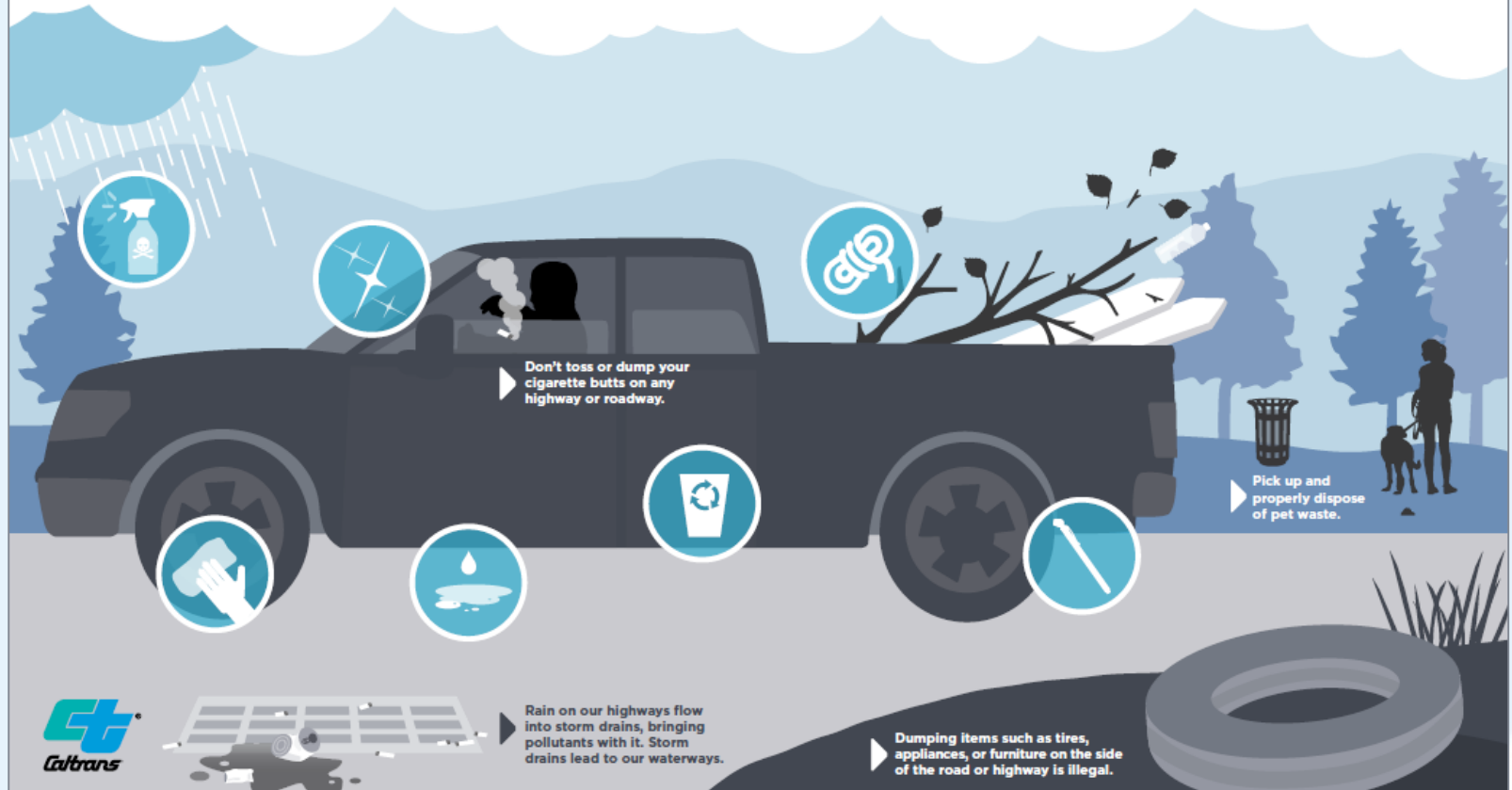
Properly dispose of trash and recycling



Tarp and tie down trash, vegetation and other loads to keep items secure



Keep your tires properly inflated to prevent wear and tear



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# Media Markets 2015-2018

- 📍 **Tier 1 Markets:** San Francisco, LA (including Riverside/San Bernardino), San Diego & Sacramento
- 📍 **Tier 2 Markets:** Fresno, Chico, Monterey, Eureka, Bakersfield

1<sup>st</sup> Flight (100% Branding) Feb 29 – Jun 26, 2016

2<sup>nd</sup> Flight (70% Behaviors/30% Branding) Jul 18 – Sept 12, 2016

3<sup>rd</sup> Flight (70% Behaviors/30% Branding) Mar 6 – Jun 26, 2017

4<sup>th</sup> Flight (75% Behaviors/25% Branding) Oct 2 – Nov 20, 2017

5<sup>th</sup> Flight (75% Behaviors/25% Branding) Mar 28 – Apr 30, 2018

**Estimated Total Impressions:**  
**811,284,520**



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# Creative

Caltrans has worked to develop brand new creative that will be used across California in paid media, social media and outreach events.



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# Billboards

Northern CA



**Protect Every Drop**  
Clean Water Starts With Clean Highways.

 [ProtectEveryDrop.com](https://ProtectEveryDrop.com)



**Proteja Cada Gota**  
Agua Limpia Empieza con Autopistas Limpias.

 [ProtectEveryDrop.com](https://ProtectEveryDrop.com)

Southern CA



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**Proteja Cada Gota**  
Agua Limpia Empieza con Autopistas Limpias.

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# General Campaign Materials

- ♥ :15 online pre-roll video
- ♥ English and Spanish Infographics
- ♥ English and Spanish Activity Books
- ♥ Digital and Print Billboards
- ♥ Digital/Online Web Banner Ads Static & Animated 300x250; 500x500; 320x250; 320x50; 725x90
- ♥ Mall Signage
- ♥ 11x17 & 8.5x11 English & Spanish Posters
- ♥ :15 & :30 Radio Ads
- ♥ Campaign Logos





# Behavior Focused Creative



## Check Your Vehicle For Fluid Leaks

Clean Water Starts With Clean Highways.



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## Don't Leave Your Load Behind

Clean Water Starts With Clean Highways.



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## Properly Dispose of Your Cigarettes

Clean Water Starts With Clean Highways.



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## Trash Your Trash

Clean Water Starts With Clean Highways.



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## Properly Dispose of Pet Waste

Clean Water Starts With Clean Highways.



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## Recycle Your Recyclables

Clean Water Starts With Clean Highways.



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## Use Eco-friendly Pesticides

Clean Water Starts With Clean Highways.



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## Monitor Your Tire Pressure

Clean Water Starts With Clean Highways.



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# Tips Flyers

<h2>Simp</h2> <p>To Reduce St</p>	<h2>Acciones</h2> <p>Para Reducir la Cor</p>	<h2>ਤੁਫਾਨੀ ਪਾਣੀ ਦੇ ਦੂਸਰੇ ਆਸਾਨ</h2>	<h2>Простые</h2> <p>сократить ливне</p>	<h2>Những Cách Đơn giản</h2> <p>Để Giảm Ô nhiễm Nước mưa</p>
<p>Streams, rivers, lakes love their water! But pollutants like trash, washed off our vehicle end up in our waterways help prevent pollution.</p> <p> Properly dispose of trash to improve water quality and reduce pollution.</p> <p> Maintain your car quickly to prevent dripping oil and thousands of gallons of oil from your vehicle.</p> <p> Swing by your car to get rid of dirt, grime, and your vehicle during a rainstorm.</p> <p> Properly dispose of trash into a recycling bin or home before the truck bed.</p> <p> When hauling, use proper techniques to prevent spills of your truck.</p> <p>Do your part by making it clean...in water. Protect Every Drop.</p>	<p>Arroyos, ríos, lagos, y el océano nuestra agua en California llueve, contaminantes con auto y mugre se lavan de las autopistas, terminando a prevenir contaminación!</p> <p> Llantas correctas el desgaste, menos gasolina y disminuye de reventarse la contaminación.</p> <p> Mantenga su vehículo rápidamente gotear en la calle de un vehículo pero miles de galones de nuestras autopistas.</p> <p> Visite un lavadero la calda de su vehículo que con una tormenta.</p> <p> Cuando estas en tira la basura y auto para que no cama de una tormenta.</p> <p> Cuando lleve este amarada así que los artículos la cama de su camión.</p> <p>Haga su parte y mantenga y por fuera. Proteja nuestra gota. Y recuerda...</p>	<p>ਨਗਰਾਂ, ਨਦੀਆਂ, ਬੀੜਾਂ ਅਤੇ ਸਮੁੰਦਰ — ਪਾਣੀ ਨਾਲ ਪਿਆਰ ਹੈ! ਪਰ, ਕੀ ਤੁਹਾਨੂੰ ਪਤਾ ਹੈ ਕਿ ਪ੍ਰਦੂਸ਼ਕ ਪਦਾਰਥਾਂ, ਵਾਹਨਾਂ ਦਾ ਤਰਲ ਅਤੇ ਕਾਗਜ਼ੀ ਕੂੜਾ ਆਦਿ ਵਾਹਨਾਂ ਦੇ ਆਸਪਾਸ ਹੋਣ ਕਾਰਨ ਸਾਡੇ ਪਾਣੀ ਦੇ ਸਰੋਤਾਂ ਵਿੱਚ ਪ੍ਰਦੂਸ਼ਣ ਹੋ ਰਿਹਾ ਹੈ।</p> <p> ਸਹੀ ਤਰ੍ਹਾਂ ਭਰੇ ਗਏ ਟਰੈਸ਼ ਕੈਨਾਂ ਦੀ ਮਦਦ ਨਾਲ ਪ੍ਰਦੂਸ਼ਣ ਘਟਾਓ।</p> <p> ਆਪਣੇ ਵਾਹਨ ਦੀ ਸਾਂਭਾਲ ਜਲਦੀ ਨਾਲ ਕਰੋ ਕਿ ਤੁਹਾਡੇ ਵਾਹਨ ਤੋਂ ਕੋਈ ਵੀ ਤਰਲ ਨਿਕਲੇ। ਇਸ ਤੋਂ ਬਚਾਓ ਕਿ ਸੜਕਾਂ 'ਤੇ ਹਜ਼ਾਰਾਂ ਗੈਲਨ ਤਰਲ ਪੈਣ ਤੋਂ ਬਚਾਓ।</p> <p> ਆਪਣੇ ਵਾਹਨ ਤੋਂ ਧੂੜ, ਕੂੜਾ-ਕਰਕਟ ਲਈ ਕੋਈ ਵੀ ਕਾਗਜ਼ੀ ਕੂੜਾ ਨਿਕਲੇ। ਇਸ ਤੋਂ ਬਚਾਓ ਕਿ ਸੜਕਾਂ 'ਤੇ ਹਜ਼ਾਰਾਂ ਗੈਲਨ ਕੂੜਾ ਪੈਣ ਤੋਂ ਬਚਾਓ।</p> <p> ਆਪਣੇ ਵਾਹਨ ਦੀ ਸਾਂਭਾਲ ਕਰੋ ਕਿ ਤੁਹਾਡੇ ਵਾਹਨ ਤੋਂ ਕੋਈ ਵੀ ਤਰਲ ਨਿਕਲੇ। ਇਸ ਤੋਂ ਬਚਾਓ ਕਿ ਸੜਕਾਂ 'ਤੇ ਹਜ਼ਾਰਾਂ ਗੈਲਨ ਕੂੜਾ ਪੈਣ ਤੋਂ ਬਚਾਓ।</p> <p>ਆਪਣੇ ਵਾਹਨ ਦੀ ਸਾਂਭਾਲ ਕਰੋ ਕਿ ਤੁਹਾਡੇ ਵਾਹਨ ਤੋਂ ਕੋਈ ਵੀ ਤਰਲ ਨਿਕਲੇ। ਇਸ ਤੋਂ ਬਚਾਓ ਕਿ ਸੜਕਾਂ 'ਤੇ ਹਜ਼ਾਰਾਂ ਗੈਲਨ ਕੂੜਾ ਪੈਣ ਤੋਂ ਬਚਾਓ।</p>	<p>Калифорнийцы любят свои реки, озера и океан! Но ежегодно такие загрязнители, жидкости и сажа, вымываемые с дорог, попадают в водостоки и загрязняют с помощью сл</p> <p> Накачивайте шину, чтобы уменьшить и к выбросам и э топлива. Все э</p> <p> Проверьте авто, чтобы избежать попадания тех. Утечка из одной незначительной тысячи машин.</p> <p> Заезжайте на автомашину грязь, вещества. Так и загрязнение во</p> <p> Выбрасывайте контейнеры на дома, не допускайте автомобиля или ливневый сток.</p> <p> При перевозке они были недолго, брезентом и ре выпаст из ку</p> <p>Вы можете помочь предотвратить загрязнение своей воды. Берегите каждую каплю.</p>	<p>Suối, sông, hồ và biển—người dân California yêu quý nguồn nước của mình! Nhưng bạn có biết rằng khi trời mưa, các chất ô nhiễm như rác thải, dầu nhớt ô tô và bụi bẩn bị rửa trôi khỏi phương tiện của chúng ta lên đường và rơi vào các đường nước của chúng ta? Đây là cách bạn có thể giúp ngăn chặn ô nhiễm!</p> <p> Lốp xe được bơm đúng cách ít bị mòn hơn, cải thiện tiết kiệm xăng và giảm khả năng lốp xe bị nổ đều giảm ô nhiễm.</p> <p> Bảo dưỡng phương tiện của bạn để sửa ngay bất kỳ chỗ rò rỉ nào nhằm ngăn chặn chảy dầu nhớt lên mặt đường. Một phương tiện bị rò rỉ đường như không đáng kể nhưng hàng nghìn phương tiện bị rò rỉ lên đường lộ là rất nhiều!</p> <p> Rửa qua tiệm rửa xe để rửa sạch đất, bụi bẩn và các loại cặn khác khỏi phương tiện của bạn để ngăn chặn dòng chảy ô nhiễm trong cơn mưa.</p> <p> Vứt rác và rác tái chế đúng cách vào nơi thu nhận rác ở trạm xăng hoặc ở nhà trước khi chúng bay từ cửa sổ hoặc thùng xe vào cống thoát nước mưa.</p> <p> Khi chờ đợi, hãy chắc chắn chúng đã được che bằng vải nhựa và buộc chặt sao cho chúng không rời khỏi thùng xe.</p> <p>Hãy thực hiện trách nhiệm của bạn bằng cách bảo dưỡng phương tiện và giữ vệ sinh cả trong và ngoài phương tiện. Hãy bảo vệ nước của chúng ta. Bảo vệ Từng Giọt nước! Và xin nhớ...</p>
<p>Clean Water Sta</p> <p> ProtectEveryDrop.com</p>	<p>Agua Limpia Empieza</p> <p> ProtectEveryDrop.com</p>	<p>ਸਾਫ਼ ਪਾਣੀ ਦੀ ਸੁਰੱਖਿਆ ਸਾਡਾ ਕਾਰਜ</p> <p> ProtectEveryDrop.com</p>	<p>Чистота Воды</p> <p> ProtectEveryDrop.com</p>	<p>Nước Sạch Bắt đầu Với Đường sá Sạch.</p> <p> ProtectEveryDrop.com</p> <p> </p>

English  
Spanish  
Hmong  
Punjabi  
Russian  
Chinese  
Korean



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# Pledge Stickers

“Protect Every Drop” is Caltrans’ Stormwater Public Education Campaign to encourage you and every Californian to help improve water quality by keeping pollutants off our highways and out of our storm drains to keep California waterways clean.

 [ProtectEveryDrop.com](http://ProtectEveryDrop.com)



**Clean waterways start  
with clean storm drains.**

**Clean storm drains start  
with clean highways.**

**Clean highways start  
with me.**

**I commit to doing my part to keep  
our water clean. I pledge to:**

1. Wipe off brake dust build-up on my rims and wheels
2. Keep my vehicles clean to prevent residue from washing off when it rains
3. Reduce fluid leaks with regular vehicle maintenance
4. Properly dispose of my trash and recycling
5. Tarp and tie down my trash, vegetation and other loads to keep items secure
6. Keep my tires properly inflated to prevent wear and improve mileage
7. Avoid using pesticides and fertilizers when rain is forecast

Signature \_\_\_\_\_



[ProtectEveryDrop.com](http://ProtectEveryDrop.com)



# Other Signage



**Please Properly Dispose  
of Your Pet Waste**



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**Please Properly  
Dispose of Trash**



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Producing messages as needed



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# Earned Media

## Focus:

- 📍 Secure free, “earned media,” to support the overall “*Protect Every Drop*” stormwater campaign
- 📍 Working with local districts: Districts 3, 4 and 12

## Core Activities:

- 📍 Develop media messages and media kit materials
- 📍 Conduct/support ongoing media outreach efforts with local Caltrans districts year-round identifying seasonal topics, announcing partnerships, supporting outreach events, monitoring the media



# Caltrans District 4

## Tarp Your Load Press Event

- 📍 **Timing/Angle:** In advance of Memorial Day Weekend 2018
- 📍 **Location:** Waterbird Regional Preserve
- 📍 **Partners:** Contra Costa Clean Water Program
- 📍 **Coverage:** KGO (ABC-affiliate); KPIX (CBS-affiliate); Martinez Gazette (local paper); KTVU (Fox-affiliate)



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# Social Media Program Analytics

- 📍 **600,000+ Facebook impressions**  
(likes/reactions, shares, comments) between November 2016 – March 2018
- 📍 **550,000+ Twitter engagements** (hashtag clicks, detail expands, retweets, URL clicks, likes, replies) between November 2016 – March 2018



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# Partnerships

## Businesses:

- 💧 CBS: Media outlet in 6 key markets in CA
- 💧 Outfront Media Inc.: US leader in Out-of-Home advertising
- 💧 Adopt A Beach
- 💧 Recology
- 💧 Santa Clara Valley Transportation Authority
- 💧 Sacramento State Sustainability Program

## Non-profits:

- 💧 Sacramento Splash
- 💧 Girls Scouts Troops
- 💧 Marin Clean Highways
- 💧 Californians Against Waste



# Partnerships

## Government agencies:

- 💧 Sacramento Stormwater Quality Partnership
- 💧 Contra Costa Clean Water Program
- 💧 Santa Clara Valley Urban Runoff Pollution Prevention Program
- 💧 County of Monterey
- 💧 San Mateo County
- 💧 City of Roseville Environmental Utilities
- 💧 California High Speed Rail Authority
- 💧 CHP
- 💧 DMV
- 💧 Fresno Metropolitan Flood Control District
- 💧 Tahoe Regional Planning Agency





# Campaign Adoptions

- ♥ Adopted the campaign
- ♥ Made minor refinements in tagline
- ♥ Included their logos
- ♥ Contributed dollars toward their own media campaigns



**Clean Creeks Start  
With Clean Streets.**



© Bringing Back the Natives Tour

**Contra Costa Clean Water Program**



**Sacramento Stormwater Quality Partnership**



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# Adopt A Beach

- 75 Trash barrels wrapped from April 15- Sept. 30, 2016
- 80 Trash barrels wrapped from April 15- Sept. 30, 2017
- Dockweiler State Beach in Playa del Ray, Zuma Beach in Malibu, Venice Beach, Hermosa Beach, Will Rogers Beach, and Manhattan Beach with an **average of 572,090 daily visitors.**





# Statewide Outreach Events

## Outreach efforts include:

- 📍 Large Venue Events (5 per year) including on-site activation activities
- 📍 One-on-One Outreach (50+ van hits per year)
- 📍 EcoMedia Community Events (2016 & 2017)
  - East Bay Regional Park District (Bay Area)
  - Environmental Charter School (Inglewood)



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# Looking Ahead 2018-2019 FY

## In the works

-  Enhancing the website to make more user friendly
-  Expanding statewide partnerships to include more local and state agencies and businesses and working to expand to Southern California
-  Continue social media messaging
-  Continued outreach events/opportunities
-  Continue paid media placement:
  -  Fall 2018
-  Final research study



# Thank you!

We're looking for partners!

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